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ABSTRACT

This report presents 228 tables detailing findings concerning management practices of marketing programs at 68 colleges and universities. Highlights of this report include: a mean of 5 employees regularly visit high school guidance counselors; only 5 percent of the colleges sponsor campus visits for select applicants; 24 percent of the colleges employ market research or marketing consulting firms; 15 percent employ public relations firms; 56 percent conduct focus groups; 43 percent have a staff director of marketing; 52 percent have an overall marketing budget; and the mean number of employees in college public relations departments is 3.6, compared with 11.1 in admissions offices. The tables are grouped into chapters that report data on: (1) characteristics of the sample; (2) visits to high school guidance counselors; (3) sponsored campus visits; (4) market research and consulting firms; (5) public relations and advertising firms; (6) use of focus groups; (7) centralization and coordination; (8) overall budget; and (9) staff size. An appendix lists other reports available from the Primary Research Group. (DB)

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